**Product Requirements Document (PRD)**

**Product Name: Zepto - An On-Demand Delivery Platform**

**Overview**

Zepto is a specialized delivery marketplace designed to connect customers with delivery agents for fast, reliable, and secure delivery services. Whether for groceries, packages, or small errands, Zepto facilitates quick and efficient local deliveries by connecting users with trusted delivery partners. The platform ensures streamlined order management, tracking, payment, and feedback to create a seamless experience for both customers and delivery agents.

**Hero Scenario**

A customer logs into Zepto to order groceries from a local store. After selecting items and placing an order, they view recommended delivery agents based on proximity, ratings, and delivery history. The customer confirms the agent, tracks the delivery in real-time, and receives their items within the chosen delivery window. After the delivery, the customer can rate and review the experience to help others in selecting reliable agents.

**Personas**

* **Customer**: Individuals seeking quick, reliable delivery services for groceries, packages, or errands. They prioritize speed, safety, and ease of use.
* **Delivery Agent**: Independent contractors looking for flexible work, secure earnings, and reliable customer connections.
* **Admin**: Platform manager overseeing operations, agent verification, customer support, and dispute resolution.

**Key User Stories**

**1. Customer Stories**:

* As a customer, I want to browse nearby stores, select items, and place orders quickly.
* As a customer, I want to view verified agents and see ratings to ensure reliability.
* As a customer, I want real-time tracking to monitor the status and location of my order.
* As a customer, I want secure payment options and the ability to review agents after delivery.

**2.** **Delivery Agent Stories:**

* As a delivery agent, I want to view available delivery requests and select those nearby.
* As a delivery agent, I want to receive secure payments and view my earnings and transaction history.
* As a delivery agent, I want to build a positive reputation based on customer ratings and feedback.

**3. Admin Stories:**

* As an admin, I want to oversee agent registration, ensuring each agent is verified and meets safety criteria.
* As an admin, I want tools to manage disputes and intervene in case of issues.
* As an admin, I want access to platform analytics for monitoring performance and growth.

**Key Functional Requirements**

**1. Order Placement and Matching**:

* Customers can select items, add delivery details, and specify a delivery window.
* Zepto suggests delivery agents based on proximity, ratings, and past performance.

**2. Real-Time Tracking:**

* In-app GPS tracking allows customers to see the live location of their delivery agent.
* Notifications for key delivery events (e.g., order accepted, out for delivery, delivered).

**3. Payment and Rating System:**

* Multiple payment options, including credit/debit cards, digital wallets, and cash on delivery.
* Customers can rate agents, and agents can build a reputation based on customer feedback.

**4. Agent Verification and Portfolio:**

* Agents undergo verification (ID checks, vehicle registration if applicable).
* Agents showcase past ratings, feedback, and delivery history to assure customers of their reliability.

**5. Admin Oversight and Quality Control:**

* Tools for managing agent registration, overseeing ratings, and handling disputes.
* Analytics to monitor order volume, delivery times, and satisfaction metrics.

**Metrics**

1. **User Engagement:** Number of active users, orders placed, and successful deliveries.

2. **Delivery Speed:** Average time from order placement to delivery.

3**. Revenue:** Platform earnings from service fees, premium features, and promotions.

4. **Customer Satisfaction:** Average ratings, positive feedback, and repeat customers.

5. **Agent Retention:** Percentage of agents remaining active on the platform.

**Admin Dashboard Features**

1. **Insights and Analytics**: Dashboard showing key performance indicators, including order volumes, agent activity, and revenue.

2. **Dispute Resolution**: Admin tools for handling complaints and offering refunds when necessary.

3. **Verification and Compliance**: Admin controls for verifying agents and monitoring compliance with platform standards.

**Security and Compliance**

1. **Payment Security**: PCI-DSS compliant system for handling transactions.

2. **Data Privacy Compliance**: Adherence to GDPR and other relevant data protection regulations.

3. **Account Security**: Two-factor authentication and password encryption for user and agent accounts.

***Zepto’s PRD outlines a user-focused, efficient, and secure on-demand delivery platform. By emphasizing order tracking, verified agents, and streamlined communication, Zepto delivers reliable service, enhances trust, and facilitates repeat engagement for both customers and agents.***